

Dielines

Automation and Technology newsletter for the Diemaking and Diecutting industry

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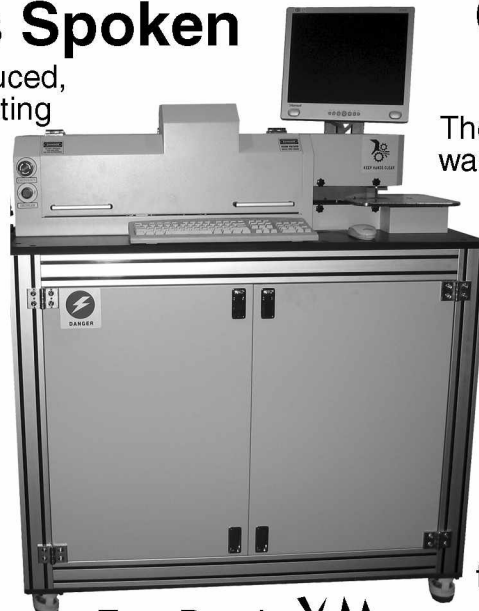
The Market has Spoken

When new technology is introduced, there are often a rash of competing products that attempt to "jump on the bandwagon." In 1997, EasyBender was introduced to the U.S. market. It quickly became the number one product of its kind, selling on average one machine a week during the first year. With its patented bending mechanism, EasyBender became the gold standard that other equipment manufacturers unsuccessfully tried to equal. In countless head-to-head comparisons EasyBender has come out on top, outselling our nearest competitor four to one!

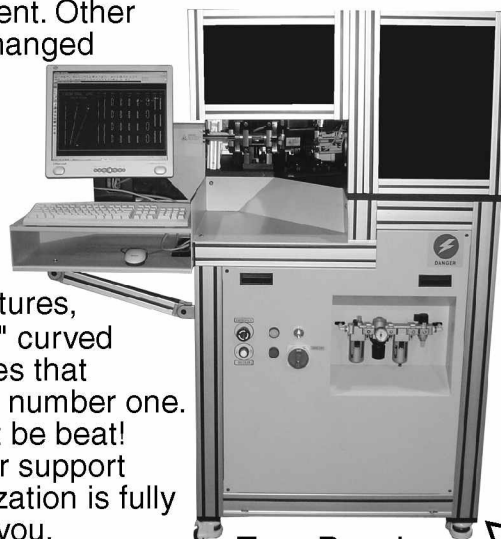
Why is EasyBender number one worldwide? Because we got it right the first time, and we constantly improve the equipment. Other competitors have repeatedly changed their design in an attempt to match EasyBender's performance. Well, the results are in. EasyBender has sold over 375 fully-automatic systems in North America alone! The introduction of our

XMachines with more new features, (including the "first in the world" curved rule processor / bender) ensures that EasyBender will continue to be number one. And our technical support can't be beat! Instead of one or two service or support people, everyone in our organization is fully trained to service and support you.

The versatile and comprehensive line of EasyBender models are the most productive automation products available to any diemaking operation! If you are an Easybender user, thanks for choosing us. If not, contact us to see what EasyBender can do for you.



EasyBender XM



EasyBender XR

Odyssey Exceeds Expectations

The IADD/FSEA Odyssey in June 2005 was a resounding success for the IADD and the FSEA. The addition of foil stamping and embossing seminars contributed to record-breaking participation in the sessions. The Techshop was also a huge hit, with more equipment and live sessions than ever before on diemaking, diecutting and finishing. If you were unable to attend, professional DVDs of many of the sessions are now available from the IADD and FSEA. The show was extremely successful for us as well. With five EasyBenders in our booth and three more in the

Techshop, this was the largest presence we have ever had at a trade show. Two flat EasyBenders and one Rotary EasyBender were sold directly from the show

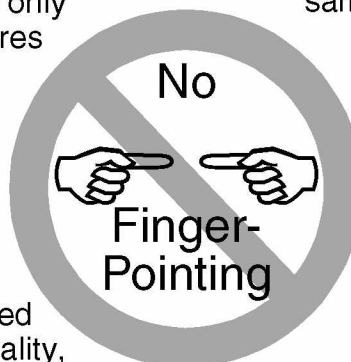
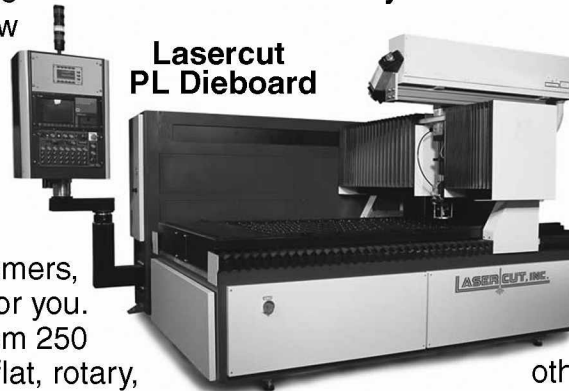
floor, and we sold close to twenty additional EasyBenders as a direct result of Odyssey. Rex Williams, Jeff Brown, and Young Park were permanent fixtures in the Techshop, manning the EasyBenderXT200, XT400 and XR400 Rotary. With live presentations and a steady stream of visitors, they barely had time to breathe. The equipment made a huge hit with corrugated converters when they produced a fully-knifed 650-inch rotary die in 23 minutes. EasyBenders were the

only rule benders featured in the Techshop, which was a big hit with hands-on demonstrations of the latest and best equipment.

**DREC tour
2006!
See inside
for details**

Adams Technologies and Lasercut enter sales and marketing agreement

Adams Technologies has been named the exclusive representative in North America for Lasercut dieboard lasers. Now you can get the best of both worlds when choosing a dieboard laser system. Lasercut has long been the premier supplier of dieboard lasers in North America. The EI-En group is a European-based high technology laser manufacturing and research company. With this combination, our customers now have the widest choice of the best laser systems available! From lower-cost systems designed for customers who do not need high volume or large size lasers, to systems designed for high-volume customers, Lasercut has the right system for you. With laser sources available from 250 watts through 5000 watts, and flat, rotary, and combination systems available, Lasercut can supply systems that meet every need. And the combination of Lasercut and Adams Tech provides the most knowledgeable staff in the industry. Because Lasercut sells systems for many other industries, We can configure systems that are more versatile, so you can cut metals, plastics and many other materials on your Lasercut system that would be difficult to cut on other systems. Unlike Systems integrators who buy components from various sources and just connect them together, Lasercut is the only dieboard laser supplier that manufactures all the components; the laser source, movement, controller, and beam delivery! This eliminates the possibility of finger pointing between the laser source manufacturer and the system manufacturer. Producing high quality dies is an exacting task. Lasercut systems are designed and manufactured to stringent specifications to ensure quality, safety, reliability, and customer satisfaction. This dedication to excellence is what our valued customers have come to expect from Adams Technologies and Lasercut.



Drec Spring 2006 Tour!

Adams Technologies will once again be participating in the DREC 2006 Spring tour. DREC is a non-profit organization of suppliers dedicated to Success through Education,

Technology, and Teamwork. DREC sponsors free seminars for Diecutters and Diemakers through

interactive seminar sessions, and a comprehensive trade show. The sponsors involved offer the latest products and expertise to keep you

up to date on methods and techniques to keep you more competitive and knowledgeable.

The featured speakers present informative, sometimes controversial, but always interesting insights and ideas on improving your production and end product.

DREC presents our seminars in a hotel meeting room. After registration you can mingle with other attendees and visit the exhibits while enjoying a cup of coffee

and danish. Mid morning we have our first seminar. After the seminar you can visit the exhibits until lunch which is on us.

After lunch we present another seminar on a different topic. After the seminar we have a drawing for all attendees and present \$100 to the

lucky winner. The seminars are interactive;

we encourage questions. You can even bring samples of particularly troublesome projects.

Our speakers this tour are Clint Medlock, president of Stafford Cutting Dies, and

past president of the IADD, and Kevin Carey, who has been involved

in converting, diecutting, diemaking and related technology for more

than 40 years. You can register by filling out the form provided on the facing

page and faxing it to 203-397-0020, by calling us at 303-798-7110, by calling

toll free 877-227-7528, or by registering on-line at <http://www.drec.org>. If you register online,

please mention that you were invited by us. Don't miss this must-see industry event!

Easy Die Supply founded

Easy Die supply has been formed in the Kansas City area. The primary reason for the formation of the new company is to sell and market a new type of steel rule to the diemaking industry.



In the past, most steel rule research and development efforts have concentrated on improving the quality of the steel and the tolerances. When most of the current steel rule manufacturers worked to improve bendability, the focus was on manual bending of the rule. Of course, it goes without saying that the rule needs to perform well on the diecutting press, and all the rule manufacturers strive to manufacture rules that meet these goals.

This new rule type is called EasyBlade, and is the flagship product of Easy Die Supply. The new steel rule brand has been developed in collaboration with the manufacturers of the EasyBender products as well as EasyBender users. Expertise gained through experience with the EasyBender, the number one steel rule processor / bender in the world, has contributed to EasyBlade's characteristics.

EasyBlade

EasyBlade meets all the stringent characteristics that a world-class steel rule needs to exhibit, such as high-tolerance and bendability, as well as superior press performance. In addition, EasyBlade has been developed to perform better on automated equipment. For more information, contact:

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